

**CLAIMS:**

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A method of invoking system commands from a mark-up language document, the method comprising the steps of:

- (a) receiving indication that a link in the document has been selected;
- (b) locating an alias within the link;
- (c) identifying a pre-defined system command associated with the alias;  
and
- (d) executing the pre-defined system command associated with the alias.

2. A computer-readable medium having computer-executable instructions for performing the steps recited in claim 1.

3. The computer-readable medium of claim 2, wherein the computer-executable instructions are within an application program.

4. The method of claim 1, wherein the link is displayed on a screen having a first content, the method further comprising the step of:

(e) in response to the step of executing, revising the first content of the link to display a second content.

5. A computer-readable medium having computer-executable instructions for performing the steps recited in claim 4.

6. The method of claim 1 wherein step (b) further comprises the step of reading an instruction located within the link and wherein steps (c) and (d) are performed if the instruction is to invoke a system command.

7. A computer-readable medium having computer-executable instructions for performing the steps recited in claim 6.

8. The method of claim 1 wherein the pre-defined system command is selected from the group consisting of system configuration commands, networked operations, commerce functions, and utilities commands.

9. The method of claim 1 wherein the pre-defined system command is selected from the group consisting of Brightness, Contrast, Page Color, Rotate, Visual

Guides, All Annotations, Bookmarks, Highlights, Notes, Drawings, and Riffle Increments.

10. The method of claim 1 wherein the pre-defined system command is selected from the group consisting of Network Lookup and Network Search.
11. The method of claim 1 wherein the pre-defined system command is selected from the group consisting of Initiate Transaction, Initiate File Upload, and Form Post.
12. The method of claim 1 wherein the pre-defined system command is Load Value.
13. The method of claim 1 wherein the pre-defined system command is an applet for a third-party application.
14. The method of claim 1 wherein the mark-up language document is selected from the group consisting of HyperText Markup Language (HTML) document, Standard Generalized Markup Language (SGML) document,

5 eXtensible Markup Language (XML) document, eXtensible HyperText  
Markup Language (XHTML) document, and Synchronized Multimedia  
Integration Language (SMIL) document.

15. A computer-readable medium having stored thereon a mark-up language file  
comprising in combination:

- (a) a link embedded within the file, that can be selected by a user viewing  
the mark-up language file; and
- 5 (b) an alias within the link that identifies a pre-defined system command  
and enables a computing system to execute the pre-defined system  
command when the user has selected the link.

16. The computer-readable medium of claim 15 wherein the alias is an integer.

17. The computer-readable medium of claim 15 wherein the mark-up language  
file further comprises:

- (c) an instruction within the link to invoke the pre-defined system  
command

18. The computer-readable medium of claim 17 wherein the instruction is X-  
MSR1INVOKE

19. The computer-readable medium of claim 15 further having stored thereon a table comprising a plurality of aliases and a corresponding pre-defined system command for each of the aliases.

20. The computer-readable medium of claim 15 wherein the mark-up language file is an e-book.

21. The computer-readable medium of claim 15 wherein the pre-defined system command is selected from the group consisting of system configuration commands, networked operations, commerce functions, and utilities commands.

22. The computer-readable medium of claim 15 wherein the pre-defined system command is selected from the group consisting of Brightness, Contrast, Page Color, Rotate, Visual Guides, All Annotations, Bookmarks, Highlights, Notes, Drawings, and Riffle Increments.

23. The computer-readable medium of claim 15 wherein the pre-defined system command is selected from the group consisting of Network Lookup and Network Search.

24. The computer-readable medium of claim 15 wherein the pre-defined system command is selected from the group consisting of Initiate Transaction, Initiate File Upload, and Form Post.

25. The computer-readable medium of claim 15 wherein the pre-defined system command is Load Value.

26. The computer-readable medium of claim 15 wherein the pre-defined system command is an applet for a third-party application.

27. The computer-readable medium of claim 15 wherein the mark-up language document is selected from the group consisting of HyperText Markup Language (HTML) document, Standard Generalized Markup Language (SGML) document, eXtensible Markup Language (XML) document,

5       eXtensible HyperText Markup Language (XHTML) document, and  
Synchronized Multimedia Integration Language (SMIL) document.

28. An application program having computer-executable instructions for reading  
a mark-up language file, the file comprising in combination:

5       (a) a link embedded within the file, that can be selected by a user viewing  
the mark-up language file;

      (b) an instruction within the link to invoke a pre-defined system  
command; and

      (c) an alias within the link that identified the pre-defined system  
command and that enables a computing system to execute the pre-  
defined system command when the user has selected the link.

29. The application program of claim 28 wherein the instruction is X-  
MSR1INVOKE.

30. The application program of claim 28 having further computer-executable  
instructions for reading a table, the table having a plurality of aliases and a  
corresponding pre-defined system command for each of the aliases.

31. The application program of claim 28 wherein the mark-up language file is an e-book.

32. A system for invoking system commands comprising in combination:

- an operating system capable of performing a plurality of system commands;
- a mark-up language document stored in a memory device that is accessible by the system, the mark-up language document having at least one link that references a pre-defined system command using an alias; and
- an application program running on the operating system for displaying the mark-up language document and invoking the pre-defined system command when the link is selected by a user.

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33. The system of claim 32 wherein the system is a reading device and the mark-up language document is an e-book.

34. The system of claim 32, further comprising:

(d) a table stored in a second memory device that is accessible by the system having a plurality of aliases and a corresponding pre-defined system command for each of the aliases.